



Delaware Economic Development Office Sponsorship Review Program

Mission

The mission of the Delaware Economic Development Office (DEDO) is to be responsible for attracting new investors and businesses to the State, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State.

Purpose

DEDO shall endeavor to accommodate and assist other organizations which request monetary donations and sponsorships. DEDO believes that when such requests and sponsorships are properly administered, participation with other entities can promote and enhance economic development and tourism activities within the state of Delaware. In return, DEDO will receive recognition for its support before and during the event.

Criteria

Each sponsorship opportunity will be evaluated based upon the following criteria:

1. Does the project support DEDO's mission? If so, how?
2. Does the project, event or activity have broad-based private-sector public, community and/or local support?
3. Does the organization have other funding sources, including self-generated or organization funds to support the project, activity or event? Provide supporting documentation.
4. Does the project offer maximum sponsorship recognition and exposure DEDO to target audiences through promotional activities and/or materials? All sponsorship benefits must be ***clearly stated in a bulleted list*** as part of your request. Special consideration will be granted to projects of national and international scope.
5. Does the project support projects and priorities as outlined in the current DEDO Marketing Plan? Sponsorship requests that are a direct complement to projects contained in the current Marketing Plan will be given priority.
6. Will the event receive media exposure for the state of Delaware? If so, please describe the extent of anticipated media exposure (local, national, international and number of media impressions per market).
7. Will sponsorship commitment guarantee participation and/or attendance by a representative of DEDO at the project, event or activity?

8. Does the project have any historical data to support the request, such as results from past venues and what is the frequency of the event? Include data to that support a positive Return on Investment and/or outcomes that are consistent with DEDO's mission.

Sponsorship Procedures

1. Requests must be received in the Delaware Economic Development Office at least 60 days before the beginning of the event or start date. Late requests for sponsorships outside of the deadline dates will not be considered.
2. Send requests to: Nikki Boone 99 Kings Highway, Dover, DE 19901 or nikki.boone@state.de.us
3. Requests should include (6) print copies and (1) electronic copy of the complete submission.
4. Requests should include complete contact information to include name, title, address, phone, fax and e-mail.
5. Only qualifying sponsorship requests will be reviewed by the DEDO Sponsorship Review Committee. Solicitations for individual registration, table purchases and program advertisements at events are not considered sponsorship requests.
6. Requests are reviewed every two months. The award of a sponsorship is based upon the evaluation of the criteria requirements by a DEDO Sponsorship Review Committee. Requests will be notified in writing of the decision of their request at the address listed on the sponsorship request.
7. If multiple sponsorship levels exist, the details of these levels must be included with the request. DEDO reserves the right to substitute a lower-level sponsorship in lieu of that which was requested. The maximum sponsorship commitment is capped at \$10,000 per project, event or activity.
8. Wherever possible, the appropriate DEDO logo must be used and must not be altered in any way. DEDO reserves the right to review all print, electronic and broadcast materials before publication or performance.
9. All approved sponsorship requests are required to provide a one-page summary report within 90 days of the project, event or activity. Summary information may include, but is not limited to, number of attendees, names and titles of key presenters, earned media coverage and evidence demonstrating that event goals were met. The organization is also to provide copies of all event-related promotional materials, including copies of published paid advertisements, press releases, event programs or agendas, pre-event promotional material (both print and electronic), and day-of-event photos. Projects will not be considered for future sponsorships if this requirement is not met.